

Chef's Corner

Jan. 2003 – Issue 17

Navy Personnel Command
Pers655

Branding News Update!

NAVSTA San Diego Budweiser Brew House Now Open

On Thursday, 7 Nov. 02, Navy MWR opened its 2nd Budweiser Brew House. After months of construction and planning, a collaboration between Anheuser-Busch and Navy MWR became a reality when the Budweiser Brew House located in the Metro Village Club



Complex at the Naval Station San Diego opened. With Dale Earnhardt Jr. as the special guest, 700 community members from the Southwest Region packed the Metro Village complex to witness the ribbon cutting and to get a priceless autograph from the NASCAR Champion. With the grand opening starting at 1600, individuals started to wait in line at 1000 to just get a glimpse of the NASCAR Superstar. Along with the #8 Race Car and

a Clydesdale Horse... the community of Naval Station San Diego was treated to autographs, free photos, the ribbon cutting and free food for the duration of the event. The highlight of the night was the autographs by Dale, and everyone who wanted an autograph, received one.... not one person was left out. At 1800, the Brew House officially opened and offers 10 varieties of Beers on tap and offers a full menu of appetizers, entrees and desserts. The Metro Village, Budweiser Brew House, the new place to go in San Diego!! For more information about the Budweiser Brew House concept contact P655f2 at p655f2@persnet.navy.mil.

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FIVE, SIX, SEVEN... That's how many **Noble Roman's Pizza Express** locations MWR now has in operation. **Whidbey Island** opened their Noble Roman's in the bowling center on September 26, 2002 and offers delivery service on base. October 1st, **Charleston** opened their Noble Roman's in Cap'n Robert's Dive Rec Mall and they too offer delivery on base along with the colossal 20-inch pizza. **Naples, Italy** opened their first Noble Roman's at the support site on October 14th and plans to start delivery in the very near future. Naples also has a second location planned for Capo Landing to open after the first of the year. To inquire about branding at your base, call 901-874-6639 or email p655f3@persnet.navy.mil or p655f5@persnet.navy.mil.



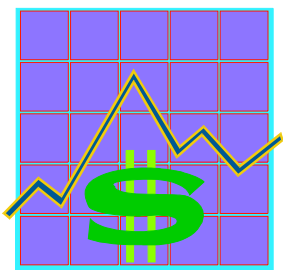
NWS Charleston Freshens in Cap'n Robert's Dive "Rec Mall"

MWR's Latest Freshens® Location

Naval Weapons Station Charleston opened MWR's latest Freshens® concept. This location offers 24 varieties of Smoothies as well as the Freshens® Frozen Treats line. Freshens® also has a soft pretzel program called Pretzel Logic® and a hand dipped ice cream program called Freshens® Farms Ice Creamery featuring "awesome ice cream". If you are interested in pursuing a Freshens concept please call 901-874-6639 or email p655f3@persnet.navy.mil or p655f5@persnet.navy.mil.

Trivia Quiz

What 2 spices come from the fruit of the *myristica fragrans* tree? One of them is the bright red shell and the contents inside the shell are the other spice.



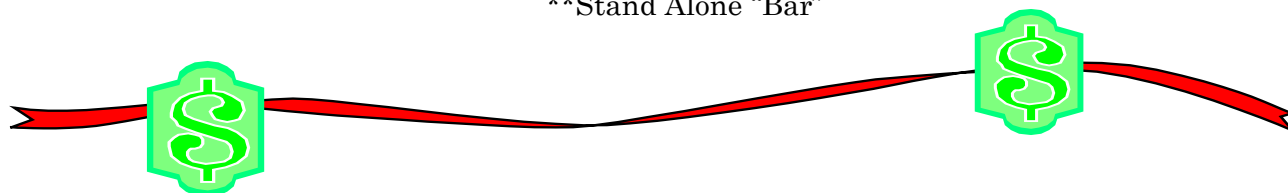
Financial Accountability

One key to success in MWR Category "C" Activities is maintaining financial viability. Controlling costs is one of the most essential, if not the most important step, in this process. Cost of Goods Sold (COGS) and Cost of Labor make up the largest portion of controllable costs. Providing excellent customer service while maintaining cost of labor within guidelines is no easy task and often times is a delicate balancing act. Listed below are the financial guidelines as set forth in BUPERSINST 1710.11C from Chapter 28.

Financial Guidelines for Category C Activities (COGS & Labor from BUPERSINST 1710.11C)

Activity	COGS		Direct Labor	
	Food	Bar	Food	Bar
Club/Catering	40%	25%	40%	25%
Snack Bar	35%	35%	35%	25%
Bowling-B	40%	35%	40%	25%
Bowling-C	35%	35%	35%	25%
Golf	35%	*35%	35%	25%
		**25%		

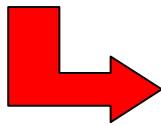
*Snack Bar "Bar"
**Stand Alone "Bar"



Gift Cards—Another Source of Revenue?

Recent trends have been to move from traditional paper gift certificates and more towards gift cards. Gift cards may be purchased for numerous products and services from restaurants, department stores, do-it-yourself stores, and gas stations and are usually available in almost any monetary denomination. Financial investment is fairly minimal and normally requires from six to eight weeks to implement. In many instances, your current POS system is able to accommodate the issuance and redemption of the gift cards. According to an article in the October issue of QSR Magazine, up to 35% of cards purchased go unredeemed which is money to your bottom line. Gift cards have also helped to increase customer loyalty. This would be an added way to ensure MWR keeps spending on base and could be implemented for various MWR services, not just food and beverage purchases. Suppliers mentioned in the magazine article include Givex, ValueLink, PaymentTech and Aloha eCard just to name a few. Strategically placing the gift cards by the cash register has proven to increase their sales. MWR could accept the cards for payment at food and beverage locations, golf courses, bowling centers, auto hobby shops, ITT and for child care services just to throw a few ideas out there.

Sample Gift Card



Superbowl Sunday

Super Bowl Sunday is scheduled for 3 PM - Jan. 26, 2003 at Qualcomm Stadium in San Diego, CA. At this time, we don't know who will be playing but that doesn't mean that you shouldn't be planning for your Super Bowl special event. For the folks in San Diego area all the hoopla that will be going on is in your own backyard but the rest of us will have to generate our own. Banners, munchies, special food and drink specials, buffet, special seating area (recliners are a hot item for viewing the game), and t-shirts for the event.

When the game is over, we would like to hear from you folks how your Super Bowl event went. We'll share your story with others in our next issue of Chef's Corner.

Conferences & Seminars

Winter International Fancy Food & Confection Show

Jan. 19-21, 2003

Moscone Center, San Francisco, CA

Info: 212-482-6440

www.fancyfoodshow.com

The 27th Annual Hotel, Motel & Restaurant Supply Show of the Southeast

Jan. 28-29, 2003

Myrtle Beach Convention Center, Myrtle Beach, SC

Info: 843-448-9483

www.hmrsss.com

Mid-America Restaurant Soft-Serve & Pizza Show

Feb. 23-24, 2003

Columbus Convention Center, Columbus, OH

Info: 800-909-7469

Chain Operators Exchange (COEX) 2003

Feb. 23-26, 2003

Fontainebleau Hilton, Miami, FL

Info: IFMA 312-540-4400

www.ifmaworld.com



Coffee Fest Trade Show

Feb. 28 – Mar. 2, 2003

Riviera Hotel & Casino, Las Vegas, NV

Info: 206-275-3175x16

www.coffeefest.com

The National Fiery Foods & Barbecue Show

Mar. 7-9, 2003

Albuquerque Convention Center,

Albuquerque, NM

Info: 505-873-8680

The International Pizza Expo

Mar. 25-27, 2003

Las Vegas Convention Show, Las Vegas, NV

Info: Bill Oakley or Linda Keith at 812-949-0909

www.pizzaexpo.com

Food & Beverage Convention Trade Show – Night Club & Bar & Beverage Retailer

Mar. 25-26, 2003

Las Vegas, NV

Info: 888-966-2727

www.nightclub.com



“Spirit of Excellence III”

Mar. 26-28, 2003

IMCEA Annual Catering Conference

Las Vegas, NV

Info: Sari Jill Schneider at 254-554-6619

Email: sarischneider@imcea.com

Northwest Foodservice Show (Hosted by Washington State & Oregon Rest. Assoc.)

Mar. 29-31, 2003

Oregon Convention Center, Portland, OR

Info: 800-645-7350

www.foodshowNW.com

27th Annual Monterey Wine Festival

Apr. 3-5, 2003

Monterey, CA

Info: Bethany Sirt at 312-715-6761

www.montereywine.com**Tennessee Foodservice Exposition**

Apr. 28-29, 2003

Nashville Convention Center, Nashville, TN

Info: 800-897-2703

"Team IMCEA: Gear Up for Success"

May 14-16, 2003

Wyndham Hotel (downtown), Chicago, IL

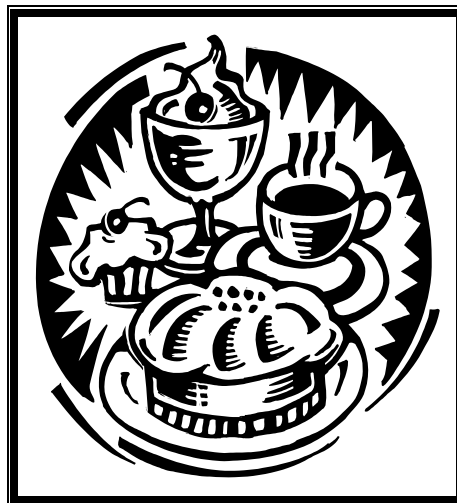
Info: Sari Jill Schneider at 254-554-6619

National Restaurant Association Show

May 17-20, 2003

McCormick Place, Chicago, IL

Info: 312-853-2525

www.restaurant.org/events**Upcoming Shows and Conferences**

All Navy MWR Catering and Club Managers are encouraged to attend the 34th Annual NightClub and Bar Show scheduled for March 25-26, 2003 in Las Vegas. In addition to the Nightclub Show, IMCEA, International Military Community Executives Association is also sponsoring their "Spirit of Excellence III" Conference to be held in Las Vegas, March 26-28, 2003. Please contact Pers 655 at P655F2@persnet.navy.mil if you plan on attending either one or both of these events. Your response to this will assist us in setting up a Navy breakout session during an afternoon of either Conference.

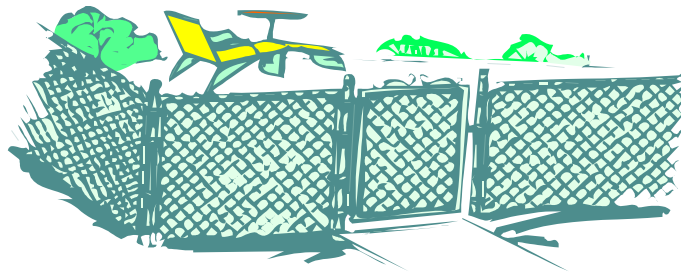
Catering In & Outside the Box

The Other Side of the Fence in Off-Premise Catering

It's always good to take a look over the fence to see what the competition is doing. You may learn a thing or two or even realize that you're doing some things the same and/or a lot better than the competition. One company to take a look at that does off-premise catering is Briazz (www.briazz.com). They have cafés & do off-premise catering in the Seattle, San Francisco, Los Angeles and Chicago marketplaces. All right, they may not be right in your MWR backyard but they have some items we may want to try and modify to improve our off-premise catering.

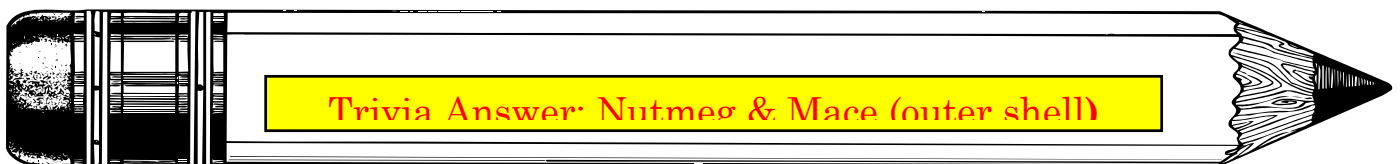
This company uses a central kitchen to supply its cafés and to do off-premise catering for business meetings and offices. The central kitchen allows for increased production, product consistency and reduces waste. All products are delivered to their destinations in refrigerated trucks.

In their café's, the menu offerings are soup, a wide array of sandwiches and salads along with baked potatoes, chips and cookies. Some of the menu items may also reflect the local markets tastes. The off-premise catering offers a two level box lunch offering, packaged salads, stew & chili and snacks, and a more specific catering menu. Breakfast trays of assorted breads, fruit trays, sandwich platters, salad bowls, stew & chili, snacks, desserts and beverages are offered on the catering specific menu. Clients can place their order via fax or online.



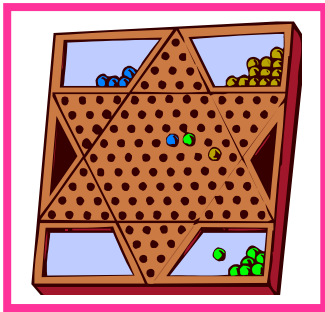
Trivia Tidbits

- ♦ 22 acres of lettuce is used daily for Wendy's, and it's subsidiaries (Tim Horton's, Café Express and Baja Fresh). Source: QSR Magazine Sept. 2002
- ♦ Philadelphia pharmacist Charles Hires created root beer in the mid-1800's. It was made with fermenting yeast and sugar with various roots and herbs like sassafras, sarsaparilla, ginger and wintergreen.



Theme Party Ideas

Family Board Game Night



Promote a family board game night to create quality family time. Any of the foods you feature should be enjoyed “single-handedly” while playing the games. Snacks, buffet foods, desserts and beverages can be creatively paired with popular board game names.

Meet the Flintstone's or Jurassic Park (Prehistoric) Night

Host a costume contest for the best dressed Fred or Barney and let's not forget Wilma and Betty. If the Flintstone's don't get your old creative juices running then go prehistoric cave man or even a Jurassic Park theme. Plastic dinosaurs running amuck on the buffet can be a sight to behold.

Magic Show

If you're hosting a magic show, add items like Abracadabra Mix or Magic Cheese Poufs as snacks to the menu. Creative names help tie the food and evening event all together. Names like Houdini, Wands, Illusions, Black Magic, Enchanted, Disappear, Trickery, and Slight of Hand all add pizzazz to the menu.



Marketing Thoughts

Host a Friday Bake Sale

Offer homemade cookies, pies or cakes for sale for those last minute weekend home treats or entertainment events. Position the items for sale in your operation for the greatest visibility to your customer and to remind them buy something for the weekend. This is a great idea to promote around holidays like Valentine's Day, Easter, Mother's Day, Memorial Day, 4th of July, Halloween, Thanksgiving, Christmas and New Year's Eve/Day. Don't forget the packaging is also a key factor in the sale of the items. Decorative bags with colorful ribbons, sturdy cake and pie boxes with decorative stickers and a bag to tote them home with.

Promote Your Regular Menu Items

We promote our “new menu” items, the daily or weekly specials but not any of our regular offerings. People have a tendency to forget the regular items with all the hype for the “new” or the “daily/weekly featured” items. Reintroduce your customer to some of the standard menu fare. These menu items are what you kept on from your last menu revision because the customers purchased them when the “promotional” items didn't appeal to them. Sometimes you have to remind the customer that old time favorites are wonderful and should be enjoyed just like the specials. Don't discount your regular item, otherwise the customer will think you can do that on a regular basis and want it that way all the time.

Have You Heard About These New Products?

Serve stuffing anytime of year and with ease. Kraft makes it easy with their new **Stove Top® Stuffing, Flexprep®**. The product comes in two flavors, chicken and cornbread. The product is designed to be made with hot water and butter or margarine in the microwave, steambable or on top of the range. If you need a little or need a lot this product can meet your needs.

Thermos Nissan makes a thermal cookware item that makes transporting and serving soups, chili, stews, spaghetti sauce and gravies easier for your off-premise catering functions. The stainless steel unit comes in three sizes – 3.2 quarts, 4.5 quarts and 6.3 quarts. Contact p655f4 for more information.

There is a new safety device on the market to keep mobile equipment in place when located under an exhaust hood. **Posi-Set™** is a set of two brackets mounted to the floor after equipment placement has been determined, so the rear wheels can be rolled into place. This helps keep equipment positioned correctly under the hood system after moving it for cleaning. For more information about this item, call toll free 866-855-7777.

Tyson is marketing a new product called “**Chicken 2 Go**”. They offer 4 varieties of chicken products with a dipping sauce all in microwave safe containers. Now you can add chicken without all the fuss of a deep fryer. Visit www.tysonfoodsinc.com for more information.

Add some zip & zing to your burgers, appetizers, salads, sandwiches and wings with “**Frank's RedHot Gold Fever Zing Sauce**”. “Zing Sauce” is a unique blend of Frank's® Original RedHot® Cayenne Pepper Sauce with sweet & tangy Cattlemen's Gold® Barbecue Sauce. To obtain a free sample call 1-800-442-4733, this item was featured in the October 2002 issue of Restaurants & Institutions Marketplace Products.

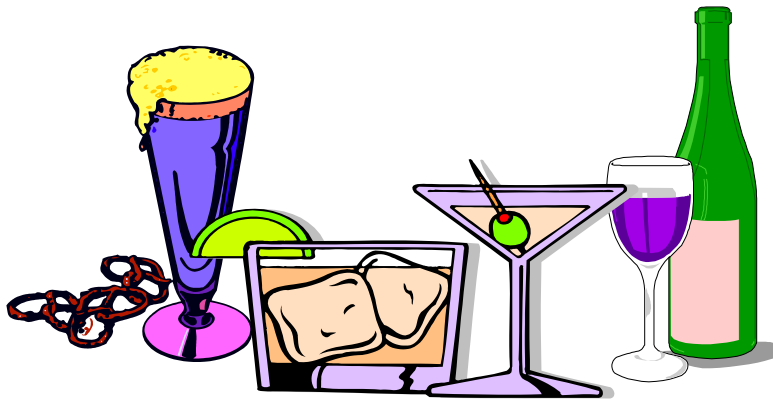
Brakebush Brothers has added a product line called “**Chik'n Bursts™**” to its extensive listing. Chik'n Bursts come in three flavors – jalapeno cheese filled popcorn chicken, blue cheese filled spicy chicken popcorn and ranch filled popcorn chicken. A new way to get your flavor and chicken in a bite-size nugget without the extra sauce. Visit their web site at www.brakebushbrothers.com for more information.



Behind the Bar with p655f2

Up-selling Call Brands

Is your staff familiar with suggestive sales techniques? Each member of your wait staff should be trained to realize that every customer provides an opportunity to up-sell. When a guest orders a gin and tonic, the staff member should ask them if they prefer Beefeaters or Tanqueray. Or if a guest orders a whiskey and coke, the staff member should ask them if they prefer Jack Daniels or Yukon Jack. The key is to suggest two call brand choices. If the guest is not interested, they will say, no thanks, whatever your well is would be fine, or they may take you up on your call brand offer. Having the staff trained in up selling will result in higher gross sales for your operation. Food is another area where up-selling is encouraged. Whether your bar sells food items or you are located in a restaurant, asking your guests if they would like appetizers or other items to their meal is an opportunity for your organization to increase sales.



Designated Driver Posters

Designated Driver Posters for the Holiday Season have been sent out. Navy MWR and Anheuser-Busch sponsor this year's poster. If you do not receive your posters or need more copies, please contact Pers 655 at P655F2@persnet.navy.mil

Beverage Tidbits

Redhook Ale Brewery's Blackhook Porter won first place in the Dark Ale category in the recent Great International Beer Competition in Providence, RI. Some 129 beers and ciders, including 29 imports, from 50 breweries and cideries representing 13 states and nine countries entered the competition. Redhook has brewed Blackhook Porter since 1983. Anheuser-Busch wholesalers have distributed Redhook's products since 1994 in select U.S. markets.



Serving Draught Beer

A "**Beer Clean**" glass is the best way to serve beer. Plastic cups may offer convenience, but often your guests can detect an aroma from the plastic. Glass is nonporous and can be thoroughly cleaned and sanitized. Some glasses look clean but may contain an invisible layer of *film, odor or bacteria*.

Film can be caused by several factors, such as the use of incorrect sanitizers or soaps, grease-based residues from lipstick, food in the wash water, fingerprints or smoke from cigarettes or from the kitchen.

Odors may be left on glasses when certain sanitizers are used improperly, or from contact with bar towels, stale air or refrigerated environments.

Bacteria can contaminate your glassware if your sanitizer is measured incorrectly, if it is incompatible with the detergent you use, or if the sanitizer is not changed at recommended intervals.

As a result of these problems, the beer you serve can be ***flat, produce a false head or have an off taste.***

To ensure your glasses are "**Beer Clean**", a three-sink cleaning system is ideal. Make sure you use cleaners and sanitizers specifically designed for cleaning beer glasses. Use the following procedures to ensure your glassware is properly cleaned:

1. Empty used glasses into an opened drain and rinse with water to remove any remaining beer and foam. This prevents the dilution of your cleaning solution.
2. Wash the glasses in a sink containing water and a solution of odorless, low-sudsing, nonfat cleaning compound. Use a nylon, three spindled brush to wash the glasses. To ensure glasses are clean, thoroughly brush all surfaces of the glass including the inside, outside and the bottom of the glass.
3. Rinse the glass in a sink containing fresh, clean water. Make sure you place the bottom of the glass in the water first. This prevents air pockets from forming inside the glass. Then take the glass out of the sink bottom first. This "heel-in, heel-out" method assures complete rinsing.
4. Rinse the glass in the tank containing the sanitizer, using the same "heel-in, heel-out" method.
5. Finally, let the glasses dry upside down on a stainless steel wire rack or a deeply corrugated, free draining plastic surface to allow for maximum airflow and complete, odor-free drying.

This method will result in a fresh clean glass that when poured properly will give the guests a product that is clean and crisp with a nice 3/4" collar of foam. Remember, you receive more profit from Draft Beer Sales and draft beer is like a fine wine... there is a beer for every meal and every occasion.

Designated Drivers Top the List of Holiday Gifts

'Tis the season for celebration at holiday parties with family, friends and co-workers. And one simple way to help keep those celebrations safe as well as fun for everyone is to make sure to choose a designated driver before you go out for the evening.

According to a recent poll by the Data Development Corporation, 116 million Americans have either been a designated driver or have been driven home by one. Moreover, nearly all --98 percent--believe that designated drivers help save lives and 97 percent say that being a designated drover. This is a great way to let others know you care about them.

US Department of Transportation statistics show that in the last 20 years, drunk-driving fatalities have fallen by 37 percent nationwide, but any death due to drunk driving is too many. There is still room for improvement and when it comes to reducing drunken-driving fatalities, we all can make a difference.

Anheuser-Busch and its team of more than 600 independently owned wholesalers are industry leaders in the fight against alcohol abuse. Throughout the past two decades, they have invested more than \$400 million in a comprehensive portfolio some two-dozen community-based programs and national advertising campaigns to promote responsible drinking and help prevent underage drinking and drunk driving. For more information on these efforts and the progress being made, visit www.beeresponsible.com.

Please remember that responsible drinking is everyone's responsibility. Give a gift that really shows you care this holiday season-- make designated drivers a part of all party planning.

A few simple tips offered by the creators of the Great Party Guide can help ensure it's a fun and memorable time for everyone.

➤ **Serve Food When Serving Alcohol Beverages**

Good food complements the taste of the beverages served, and it is always better to enjoy an alcohol beverage when you've eaten --especially foods that are high in protein, such as cheese and meats.

➤ **Offer Non-Alcohol Beverages**

Some guests prefer not to drink while others are designated drivers. Be sure to offer something for everyone -- soft drinks, coffee and other non-alcohol beverages like O'Doul's and O'Doul's Amber, which make guests feel welcome, regardless of what they drink.

➤ **Serve Each Guest One Drink at a Time**

It is important to space drinks during a party to help guests stay within their personal limits. Drinks should never be forced on guests.

➤ **Serve "Measured" Drinks**

Use a shot glass or jigger to avoid making drinks too strong.

➤ **Stop Serving Alcohol at Least One Hour Before the Party Ends**

It is also a good idea to have desserts and other foods, as well as coffee and soft drinks, available throughout the evening. While none of these eliminate alcohol from the body...time does.

➤ **Arrange Safe Rides Home for All of Your Guests**

Help your guests get home safely. Encourage them to designate a driver, call a cab or spend the night. Hosts should help make certain all guest get home safely by encouraging them to designate a driver, call a cab or spend the night.



www.McCormick.com – This site requires registration, there is no fee to join. Click on the Food Service tab and you can see they have a “Menu Building Program”. Looking for other types of pizzas to feature, take a look in the “Design A Pizza” section. Some types of pizzas featured are Cajun Pineapple Bbq Pizza, Creole Style Pizza, Garlic chicken Carbonara Pizza, Shrimp Scampi Pizza and Cowboy Pizza. If side dishes are what you’re looking for then check out the “Designer Sides” section. Old Bay® Roasted Potatoes, Key West Scampi Rice, White Beans & Prosciutto Casserole and Southwest Breakfast Grits are just a few of the sides listed. There is also an extensive recipe database that is worth

browsing through if you have some extra time. This site is definitely one to add to your favorites listing.



Seeking Nominations

We are seeking nominations for managers with 2 years or less experience in an MWR program for the Irving Rubenstein Memorial Award. The award will be presented in Chicago at the IMCEA Awards Banquet, May 16, 2003. For more information about submitting an individual contact p655f4@persnet.navy.mil.

Grande Nachos - Bbq Memphis Style

Memphis is famous for their barbecue, when you talk barbecue here its **PORK**. Chicken is accepted but beef is out, we'll leave that for a "Texas style" food discussion at a later date. Whether is ribs (wet, dry or muddy style) or pulled pork (again wet or dry), barbecue is king in Memphis. Just ask the local folks about Memphis in May and the barbecue cook-off. In keeping with the spirit of you can never get enough barbecue, why not offer "Bbq Nachos" as a special. Crisp tortilla chips topped with warm bbq sauce and nacho cheese sauce. (Mild or medium heat level of nacho cheese sauce is good. Any hotter level and you loose the total flavor combination with the spicy/sweet tastes of the barbecue.) Then, top this with flavorful pulled pork bbq. Drizzle a little more cheese sauce over this creation. Dust the top with dry barbecue spice and finish with spicy jalapeno slices. Some folks will want a side of sour cream but my favorite side to go with this is a chilled side of cole slaw.

No Business like Dough Business by P655f5

How many of you go to a restaurant, order a sandwich and you are asked "Would you like white or wheat"? I'm sure most of you have. Well, bread has come along way in the past 25-30 years since I entered in the ranks of Food & Beverage.



Restaurants are now offering such breads as flat, focaccia, pitas, wraps and flavored topping breads just to name a few. This is the biggest trend since well, maybe "sliced bread". What does your menu offer? Is it boring? Are you offering the same old bread day after day? People in general have grown weary of plain offerings. Be *different* from your competition but, give *Star Service*.

Are you ready to change? Well let us help. "Let me take a bite of my toast". Ok, first you contact your food supplier and tell them you want to do a tasting on breads baked and unbaked, they should furnish you at *no cost* some of each that they offer. Create a special sandwich for the day such as sliced turkey breast on *focaccia bread* with spicy mustard, pepper jack cheese, lettuce and tomato as a garnish. Remember just because it's a special don't necessarily mean a lower price, this is an upscale sandwich and should be priced as such. So, go out and be creative because your customers will see a change and appreciate it.

Staff Team Building

Looking for something different to spark/light up your staff? Why not try a "Salsa" making competition. Anyone on your staff can enter, and the customers judge by placing a dollar for their selection. The money collected goes to a charity.

Market St. Grill & Parcheezi's Promotions

Folks start to think about eating healthier after the holiday feasts. Seafood is just one of the items people turn to. Now is a good time to feature seafood from a selection of fish to shellfish. **Tampa Maid, SeaWatch International, Meridian, and Singleton** all offer a wide selection of seafood items.

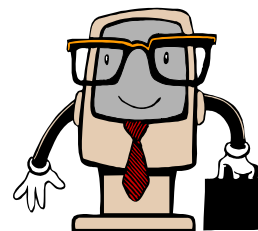
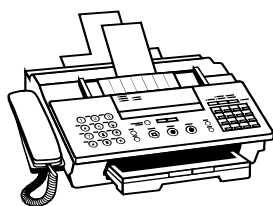
This gives you an opportunity to add some zip to your menu to beat the winter blues. Think about promotions featuring seafood – Po'Boy sandwiches, shrimp or clam strip or battered fish baskets, gumbo, seafood creole, tuna melts, baked fish, grilled shrimp Caesar salad, shrimp or seafood salad wraps, and seafood burritos.

Fried Oyster Po'Boy – Start with a crusty sub roll, smear with creamy tartar sauce, add crisp shredded lettuce and golden fried oysters. Then top is off with a little more tartar sauce. Serve with cole slaw or a side of red beans & rice.

Fried Clam Strip Basket – There are many prebreaded & portioned products to create this special of fried clam strips, fries, and slaw. Add a couple of hushpuppies for extra value and a touch of southern tradition.

Seafood may be on the minds of people ordering pizza as well. Why not try a Shrimp or Seafood Alfredo Pizza, Garlic Shrimp Pizza or even a Sweet n'Sour Shrimp Pizza? If this doesn't sound appealing, how about Garlic Chicken Carbonara Pizza or Chicken Fajita. Of course, you can always offer a Double Meat Combo.

Contact Corner



Seeking assistance for your food & beverage operation or just want to say hi to the folks listed, give us a call at 901-874-6639, DSN 882-6639, fax 901-874-6838 or email us.

Food, Beverage & Entertainment Section

Head, Food, Beverage & Entertainment Section – p655f@persnet.navy.mil

Catering & Adult Beverage Specialist – p655f2@persnet.navy.mil

Corporate F&B Operations Manager – p655f3@persnet.navy.mil

Executive Chef – p655f4@persnet.navy.mil

Management Analyst – p655f5@persnet.navy.mil

Promotions Calendar

JAN

National Hot Tea Month - www.teatalk.com

Oatmeal Month - www.quakeroats.com

National Soup Month - www.soups.com

Martin Luther King Day – Jan. 20

Super Bowl XXXVII – Jan. 26



FEB

Canned Food Month – www.mealtime.org

Library Lovers' Month – www.calibraries.org

National Cherry Month – www.cherrymkt.org

National Snack Food Month – www.sfa.org

Potato Lover's Month – www.idahopotato.com

Chinese New Year - The Year of the Ram!

Feb. 1-15, 03

Valentine's Day – Feb. 14

George Washington's Birthday – Feb. 17



MAR

American Red Cross Month – www.redcross.org

National Craft Month – www.hobby.org

National Frozen Food Month – www.nffa.org

National Nutrition Month – www.eatright.org

National Sauce Month – www.dressings-sauces.org

Mardi Gras (Fat Tuesday) – Mar. 4

St. Patrick's Day – Mar. 17



Chef Pierre Offer - Free Case of Pie

Chef Pierre® always has the best pies. Now the best offer too. You can get a free case of premium Chef Pierre® pies with a purchase of a case!

Second-to-None Quality & Second-for-None Offer

It's easy, to learn more about this offer. Go to the Sara Lee Foodservice website (<http://SaraLeeFoodservice.com/freepie.asp?vrid=30930077>) and they'll show you how you can take advantage of this spectacular offer.